

# RADIO

CLIENT Ad Council STATUS In Progress JOB # \_\_\_\_\_ ISCI # \_\_\_\_\_

TITLE First Time REGION \_\_\_\_\_

PRODUCT/OFFER \_\_\_\_\_

LENGTH 60 sec SCRIPT COMPLETION \_\_\_\_\_

CREATIVE TEAM \_\_\_\_\_

ROUTING
Proofreader
Legal/P.I.
Account

## TO BE COMPLETED BY THE PRODUCER

PRODUCER \_\_\_\_\_ VO TALENT \_\_\_\_\_

POSTHOUSE/LIBRARY \_\_\_\_\_ DATE \_\_\_\_\_

## AUDIO

### Kid: (20-23s)

I still remember my first computer drawing when I was 5;

記得五歲嗰陣，我第一次用電腦畫畫；

My first piano performance when I was 8;

八歲，第一次喺台上演奏鋼琴；

I won my first swimming gold medal when I was 10;

十歲嘅時候，第一次游水攞金牌；

my first “straight-A” report card when I was 12;

十二歲，第一次攞到全科 A 嘅成績表；

And I had my first drink in a party when I was 14, and .....ever since... ever since...

十四歲嗰年，我...第一次同同學...喺 PARTY 度飲酒；.....自此之後.....我...我就...

(A pause... indicates that he can't recall anything since he started drinking)

### VO: (37-40s)

You have been giving your best effort to raise your children, hoping that they will have great achievements.

But, are you helping them to avoid the obstacles that will possibly affect their futures too?

Research indicates that when children start drinking before the age of 15, they are 6 times more likely to have alcohol problem when they become adults.

Therefore, when you teach them on doing the right things; please also teach them about what not to do.

Tell your children to stay away from alcohol right now. Don't allow alcohol to flood the growing paths of your children.

For advices or learn more about underage drinking prevention, please call 1-877-726-4727, or visit TalkWithThem.samhsa.gov.

你對子女從細悉心栽培，期望佢哋長大後有驕人成就。

但係，你有冇付出同樣嘅努力，去避免佢哋遭遇成長路上嘅障礙呢？

研究證實，兒童喺十五歲前開始飲酒，成年後酗酒嘅機會比一般人高出六倍。

所以，當你話俾子女聽有啲咩事係應該做嘅時候；請都俾佢哋知道咩係唔應該做嘅。

而家就教導你嘅子女遠離酒精，唔好俾酒精淹沒佢哋嘅成長之路。

想進一步了解預防青少年酗酒嘅方法，請電 1-877-726-4727，或瀏覽 TalkWithThem.samhsa.gov。

A public service announcement brought to you by US Department of Health and Human Services, and the Ad Council.

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